

**THE BRANDING STRATEGY OF THE BARBEL COMMUNITY
(LEARNING TOGETHER WITH SCRABBLE) IN BUILDING BRAND
IMAGE**

Maria Ulva, Sri Narti, Martha Heriniazwi Dianthi

ABSTRACT

BARBEL Community (Belajar Bersama Scrabble) is a community engaged in the social field. As a non-profit community and not under the auspices of any institution, BARBEL WAS familiar with problems that arise in the minds of the community such as distrust, trivial views, and so on. The purpose of this study was to find out what branding strategies were used by the BARBEL community in building a good brand image. The purpose of this study was to determine how the branding strategy used by the BARBEL community in building a good brand image. This study uses the branding strategy theory from Gelder (2005), to get a good brand image can be done through 3 stages, namely, Brand positioning, Brand Identity, and Brand personality. The method used by the author in this study was a qualitative method that relies on data triangulation, namely, observation, interviews, and review of notes. The results of the study found that Brand Positioning carried out by BARBEL highlighted several differences such as BARBEL providing free teaching and using a very unique method by utilizing a scrabble board as a learning medium. To give a serious and professional impression, BARBEL Brand Identity created a logo with dynamic elements and designs reflecting the spirit of an organization that is always moving forward, the color used in the BARBEL logo was dark blue which describes the breadth of knowledge, concentration, and calm. Meanwhile, in Brand Personality BARBEL wants to give a real good impression in the form of field activities with different goals, and is carried out continuously, such as BARBEL batch activities, BARBEL touney, BARBEL Youth camp, BARBEL Training.

Keywords: Strategy, Branding, Brand Image, BARBEL Community.

